Customer Shopping Behaviour

Project Overview

This project focuses on analyzing customer shopping behavior using sales and transaction data. The objective is to understand purchasing patterns, customer demographics, payment preferences, seasonal trends, and the impact of discounts on sales.

Tools & Technologies Used

Tool	Usage
Python	Data cleaning, preprocessing, feature creation
SQL	Data extraction, joins, aggregations
Power BI	Data modeling, DAX measures, dashboard visualization
Excel	Initial analysis, pivot tables, basic reporting

Key Insights

• Total customers analyzed: 3900

• Average purchase value: 59.76

• Average customer rating: 3.75

• Middle-aged and adult customers contribute the highest sales

• Seasonal sales are evenly distributed with slight peaks

• Discounts significantly influence total purchase amount

• Female customers show higher purchase contribution

Business Impact

The dashboard and analysis enable businesses to make data-driven decisions by understanding customer preferences, optimizing inventory, improving marketing strategies, and enhancing overall customer experience.